

**Claims**

1. Method for the transmission of additional information in a communication system (10;30;200;300), wherein a communication context (15a, 15b; 15a, 17a, 17b; 17a; 18a, 18b, 18c) is established from a first user station (11) to at least to a second user station (12) for transmitting information or data to the second user station (12), and depending on a set-up signal from the first user station (11) for setting up the communication context, additional information is transmitted from an additional information device (14; 34, 35) to the second user station (12), **characterized in** that the data of the first user station (11) and/or the additional information is transmitted to the second user station (12) within the set-up signal for setting up the communication context in a predefined format in order to permit there a representation as a data card with text and image content before the call is accepted.
2. Method accord to claim 1 or 2, characterized in that the transmission of the data is dependent on a clearance of the first user station (11) to receive additional information.
3. Method according to any one of the preceding claims, characterized in that the additional information and/or the data of the first user station (11) are coupled to a user identification in the set-up signal of the first user station (11).
4. Method according to any one of the preceding claims, characterized in that the data transmitted from the first user station (11) are assigned to at least one stored or selected user identification of a user station when provided in the form of data packets.
5. Method according to any one of the preceding claims, characterized in that the transmission of additional information depends on a clearance

of the second user station (12) as a selection function for the receipt of additional information, wherein the clearance is carried out for one or more specific types of additional information to be received.

6. Method according to any one of the preceding claims, characterized in that depending on a user identification of the second user station (12), user specific additional information is selected in the additional information device (14) from a large number of additional information and transmitted to the second user station (12).
7. Method according to any one of the preceding claims, characterized in that the additional information comprises adverts in the form of text, image, video or audio data and is transmitted in a defined format, in order to be displayed as a data card at the second user station.
8. Method according to any one of the preceding claims, characterized in that the additional information is displayed on a display of the second user station (12) alternately with the data transmitted from the first user station (11), and after termination of the connection the additional information adapts the function of a screen saver.
9. Method according to any one of the preceding claims, characterized in that depending on the type and/or duration of the received additional information, charge data and/or charge reduction data are generated and stored in a charge memory.
10. Method according to any one of the preceding claims, characterized in that prior to the transmission of additional information the additional information device (14) sends query data to at least one of the user station (11, 12), and that the additional information is displayed at the second user station (12) depending on a response signal (91, 92) of

the respective user station (11, 12) in response to the query data (81, 82).

11. Method according to claim 10, characterized in that the query data (82) is sent to the second user station (12) and designed in order to determine whether or not the second user station (12) is ready to receive additional information, wherein the additional information is displayed at the second user station (12) depending on the response signal (92) of the second user station (12).
12. Method according to claim 10 or 11, characterized in that the query data (81) comprises a selection of additional information models which are sent from the additional information device (14) to the first user station (11), wherein one of the additional information models is selectable at the first user station (11) as additional information to be transmitted to the second user station (12), and the response signal (91) of the first user station (11) contains an information about the selected additional information model.
13. Method according to claim 12, characterized in that the selectable or selected additional information model is linked to a field for entering subject information at the first user station (11).
14. Method according to claim 10 or 11, characterized in that the response signal (92) from the second user station (12) effects a clearance for the receipt of additional information during subsequent communication connections.
15. Method according one of the claims 10 to 14, characterized in that prior to sending the query data (81, 82), the additional information device (14) automatically checks whether the second user station (12) is activated for the receipt of additional information, wherein the query

data (81, 82) is transmitted or not transmitted to the second user station (12) depending on the result of the check.

16. Method according to any one of claims 10 to 15, characterized in that depending on the response signal (91, 92) charge reduction data are generated or reduced cost communication connections or communication connections with improved characteristics are provided for a user station (11, 12).
17. Method according to any one of the preceding claims, characterized in that an additional code which is appended to the terminal identification of the second user station (12) at the first user station (11), effects the transmission of additional information from the additional information device (14) to the second user station (12).
18. Method according to claim 17, characterized in that the additional code is generated by entering or requesting a specific prefix at the first user station (11), which prefix is dialled during set-up of the communication connection before the call identification of the second user station (12).
19. Method according to claim 17 or 18, characterized in that the additional information device (14) transmits an additional information selected from a large number of different additional information depending on the additional code to the second user station (12).
20. Method according to any one of claims 17 to 19, characterized in that the additional code is positioned on products, product packets or advertising means for products and services.
21. Method according to any one of claims 17 to 20, characterized in that the additional code generates a bonus signal which is assigned to the first user station (11) and/or the second user station (12).

22. Exchange device for a communication system (10,200; 300), comprising a switching unit (16) for setting up a communication context (15a, 15b) between a first user station (11) and at least one second user station (12), for transmitting information or data from the first user station (11) to the second user station (12), and an additional information device (14) for sending additional information to the second user station (12), **characterized in** that the exchange device effects the transmission of data and/or of the additional information within the signal for setting up the communication context to the second user station (12), in order to allow a representation of the data at the second user station (12) prior to call acceptance as an individual data card of the first user station (11) with text and image content.
23. Exchange device according to claim 22, characterized by a comparison unit which permits or prevents the transmission of multimedia data from the first user station (11) within the signal, depending on a clearance of the first user station (11) to receive additional information.
24. Exchange device according to claim 22 or 23, characterized by a data processing unit, which couples the additional information to the data stream outgoing from and/or triggered by the first user station(11).
25. Exchange device according to any one of claims 23 to 24, characterized by an additional information selection device, which selects specific additional information from a large number of additional information stored in additional information memory, for transmission to the second user station (12) depending on the user identification of the second user station (12).
26. Exchange device according to any one of claims 22 to 25, characterized by a charging unit, which registers charge data and/or

charge reduction data per user station, depending on whether it is activated to receive additional information.

27. Exchange device according to any one of claims 22 to 26, characterized by a query unit (14b) for sending query data (81, 82) to at least one of the user stations (11, 12), and a selection circuit (14c) which effects the transmission of the additional information to the second user station (12) depending on the response signal (91, 92) received from the respective user station (11, 12) in response to the query data (81, 82).
28. Exchange device according to claim 27, characterized in that the query data (82) is sent to the second user station (12) and designed to determine, whether the second user station (12) is ready to receive the additional information, wherein the selection circuit (14c) effects or prevents the transmission of an additional information depending on the response signal (92) received from the second user station (12).
29. Exchange device according to claim 27 or 28, characterized in that the query data (82) comprise a selection of additional information models, which are transmitted to the first user station (11), wherein the selection circuit (14c) effects the transmission of an additional information model selected by the first user station (11) to the second user station (12) depending on the response signal (91) received from the first user station (11).
30. Exchange device according to any one of claims 27 to 29, characterized in that the selection unit (14c) comprises test means for determining whether the second user station (12) is activated to receive additional information.

31. Exchange device according to any one of claims 22 to 30, characterized by a subscriber memory (14d) for storing charge reduction data or available communication services for a user station (11, 12) depending on its readiness to display additional information.
32. Exchange device according to any one of claims 22 to 31, characterized by a selection circuit, which transmits the additional information to the second user station (12) depending on an additional code appended to the call identification of the second user station (12).
33. Exchange device according to claim 32, characterized by an additional information selection unit, which specifically selects additional information to be transmitted to the second user station (12) from a large number of additional information stored in an additional information memory (14a), wherein the selection is made depending on the additional code.
34. Exchange device according to claim 32 or 33, characterized in that the selection circuit generates a bonus signal depending on the additional code, which assigns a charge reduction information to the first and/or second user station (11, 12).
35. Exchange device according to any one of claims 22 to 34, characterized by means for performing the method according to any one of claims 1 to 21.
36. User station (11, 12) for a communication system, comprising an interface (11a,12a) to a communication network (13, 17, 19, 20;31, 32, 33) for connection to other user stations, a data memory (11b, 12b) for storing data comprising image, audio, video, and/or multimedia data, a processor unit for processing the data for displaying it in the form of a data card, and a display unit for displaying the data cards,

wherein the processor unit is designed to process additional information received from the communication network (13, 17, 19, 20; 31, 32, 33), which additional information is coupled to call data from the first user station (11) for displaying it in the form of data cards,

**characterized by**

a data card permission circuit, which permits or prevents the creation and/or sending of the data cards depending on whether the user station (11, 12) is activated to receive additional information.

37. Control program for user stations (11, 12) of communication systems (10,30; 200; 300), comprising the steps:

receiving data and/or retrieving data from a memory, whereby the data comprises at least one data set containing image, audio, video, text and/or multimedia data;

processing of the data set for indicating it on a display; whereby the data set can be displayed as a data card; and

assigning the data set to one or more stored subscriber identifications;

**characterized in,**

that at least one data set representing a data card is sent to at least one other user station, if a clearance parameter represents an existing clearance to reproduce additional information received from a separate additional information device.

38. Control program for an exchange device, **characterized by** program steps to execute the method according to any one claims 1 to 21.

39. Control program according to any one of claims 37 and 38, characterized in that it is a sequence of data stored on a data medium and/or part of a calculation unit.